

WXTX

- We have just added a 10pm newscast to WXTX. This newscast began in April of 2004 and is the only primetime newscast in the marketplace. It runs 7 nights a week.
- WXTX's annual public service campaign Fox Faces of the Future highlights the achievements of local schools and students. The students are highlighted in vignettes that air once a week during the school year. Three students each year are awarded scholarships.
- Blood Drive campaign to promote local blood drives for the American Red Cross. (2 year history)
- Annual Coat Drive campaign coordinated with various area shelters, collecting used coats for children. Supported by an extensive psa campaign. (3 year history)
- Annual Toy Drive campaign coordinated with the Valley Rescue Mission collecting toys for children. Supported by an extensive psa campaign. (4 year history)
- Annual Food Drive campaign coordinated with the Valley Rescue Mission, collecting canned food items for needy area families. (3 year history)
- We run local paid religion.
- Annual awareness campaign for Camp Joy; a summer camp run by the Valley Rescue Mission for underprivileged children. (3 year history)
- Annual awareness psa campaign to promote the Teen Advisors (High School students) and Velocity (Middle School students) who educate other students on pre-marital sex, drugs and alcohol.
- Supported the Junior League with psas in their efforts to provide vision and hearing screening in local schools.
- Throughout the political season, we did news stories that focus on candidates to help the viewers know more about the politicians running for office.
- In May 2004, WXTX news featured several local communities in an effort to help boost tourism and awareness.
- In July 2004, WXTX news profiled local neighborhoods with speeding problems in an effort to help these neighborhoods reduce the danger to their families and friends.
- Promoted WTVM's Thunder on the Hooch in 2004. Thunder on the Hooch is a free day-long Independence Day Celebration. WTVM provides rides, games, entertainment and fireworks free to the entire community. Over 50,000 people attend this annual event that was started in 1998.
- Promoted WTVM's Men's and Women's Health and Fitness Expo in 2004. In association with the Muscogee County Medical Foundation, WTVM provides a day-long health expo where viewers can get free medical screenings such as prostate, blood pressure, cholesterol, blood sugar, skin cancer and many more. Several thousand tests are given free each year.
- Promoted WTVM's Family and Children's Expo in 2004. The Family and Children's Expo is an annual indoor one-day event that provides free rides, entertainment and educational opportunities for families. This event has over 12,000 attendees every year.